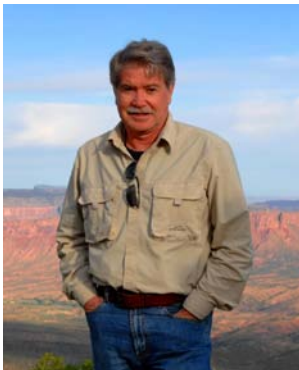




**John Hendricks, Founder of Discovery Communications, and  
Alan Mulally, CEO of Ford Motor Company,  
To Receive Prestigious Edison Achievement Award**

**Chicago, IL – October 19** – The [Edison Awards](#), recognized as one of America's leading innovation awards, today announced that **John Hendricks, Founder and Chairman of Discovery Communications**, and **Alan Mulally, President and CEO of Ford Motor Company**, will be awarded the prestigious [Edison Achievement Award](#)® on April 5, 2011 in New York City. The distinction honors leaders who have made a significant and lasting contribution to innovation, marketing and human-centered design throughout their careers.

"More than 25 years ago, [Discovery Channel](#) was launched with the mission of satisfying curiosity through high quality nonfiction programming that inspires creativity, exploration and innovation," said John Hendricks. "It is an honor to have our work recognized with an Edison Achievement Award that highlights and values the meaningful and positive contributions that corporations can bring to the marketplace through their own curiosity and innovation."



As the founder and Chairman of Discovery Communications, **John Hendricks** created the Discovery Channel in 1985 as the first cable network in the U.S. designed to provide high quality documentary programming enabling people to explore their world and satisfy their curiosity. John has been the driving force behind its dramatic growth to reach a current total of 170 countries and territories with more than 1.5 billion cumulative subscribers. Discovery's stable of companies now encompasses more than 100 networks representing 27 entertainment brands, including Science Channel, TLC, Animal Planet, The Hub and forthcoming OWN: The Oprah Winfrey Network.

**Alan Mulally** has served as the President and Chief Executive Officer at [Ford](#) since 2006. Prior to joining Ford he served as the Executive Vice President of the Boeing Company and President & CEO of Boeing Commercial Airplanes. In selecting Mr. Mulally to receive the 2011 Edison Achievement Award, the Steering Committee members cited the boldness of vision and leadership he has brought to the Ford Motor Company. Mulally is widely credited with having led the turnaround in the company's performance during the worst economic crisis in decades, delivering



continuously improving performance in areas such as new product design, profits and cash without government intervention.

"It is a very special honor to receive the Edison Achievement Award on behalf of the skilled and motivated Ford team," said Alan Mulally. "The relationship between Henry Ford and Thomas Edison inspired generations to dream of the possible. At Ford, we continue that work each day so we can serve our customers around the world with the very best cars and trucks. Through the spirit of innovation and the commitment to continuous improvement, we are delivering on the original and compelling vision of Henry Ford to 'Open the Highways to All Mankind'."

Samples of past Edison Achievement Award winners include:

- A.G. Lafley, Retired Chairman and CEO, Procter & Gamble
- Dr. Susan Hockfield, President, Massachusetts Institute of Technology
- David Kelley, Founder of IDEO
- Martha Stewart, Chairman, Martha Stewart Living Omnimedia, LLC
- Ted Turner, Vice Chairman, Time Warner

"We're honored that John Hendricks and Alan Mulally will be joining the ranks of our extraordinary Edison Achievement Award winners," said Sarah Miller Caldicott, Chairperson of the Edison Awards Steering Committee. "Their accomplishments represent the highest expression of persistence, innovative thinking, and creative leadership."

### **About the Edison Awards**

The Edison Awards were established in 1987 to honor Thomas Edison's wide-ranging contributions to technology and consumer products, as well as to inspire continued innovation in our country. The organization also recognizes new product and service innovation through its [Edison Best New Product Awards](#)® and [Edison Green Awards](#)®. Nominations are being accepted through December 10<sup>th</sup> at [www.edisonawards.com](http://www.edisonawards.com).

The awards are granted under the aegis of the [Thomas Edison Papers at Rutgers University](#), a globally recognized research network dedicated to the study of innovation and its application in the 21st Century. Edison Award sponsors and partners include Nielsen, Discovery Channel, Google, MENG, BzzAgent, NYAMA and the HUB Magazine.

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